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## **A Study on E-Commerce Trends in the Present Scenario (With Reference To Raipur District)**

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### **ABSTRACT**

E-commerce means buying and selling goods and services through the Internet. It helps in quick transactions, online payments, and easy product delivery. With the use of smartphones and digital networks, e-commerce has become a major part of modern life. In Raipur district, many people have started using online platforms such as Amazon, Flipkart, Meesho, and JioMart for daily shopping. Local businesses and youth entrepreneurs are also using social media and apps to sell their products. This paper studies the present trends of e-commerce in Raipur, its advantages for both customers and businesses, and how people's awareness is increasing. The study is based on secondary data and shows that e-commerce provides convenience, wide product choice, and cost savings. It also supports local business expansion and promotes digital payment habits among citizens of Raipur.

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### **INTRODUCTION**

E-commerce, also known as electronic commerce, refers to business activities that involve buying and selling products or services using the Internet. It also includes transferring money, information, and digital services. Earlier, people used to visit physical markets to purchase goods. But now, due to busy lifestyles, digital awareness, and better connectivity, people prefer online shopping.



In Raipur district, e-commerce has shown remarkable growth in the past few years. The increase in smartphone use, availability of 4G and 5G Internet, and easy UPI payments have made it simple for people to buy anything online. Even small shopkeepers in areas like Pandri Market, Shankar Nagar, and Moudhapara are now promoting their products through WhatsApp, Instagram, and Facebook Marketplace.

E-commerce is not only changing how people buy but also helping small traders, home-based entrepreneurs, and startups in Raipur. From clothes and electronics to groceries and medicines, almost everything is available online. This paper tries to understand these new changes, benefits, and challenges of e-commerce in Raipur’s present business environment.

**OBJECTIVES OF THE STUDY**

1. To study the current e-commerce trends in Raipur district.
2. To identify the benefits of e-commerce for both customers and businesses.
3. To assess the level of awareness among consumers in Raipur about e-commerce.

**METHODOLOGY**

This research is based on secondary data collected from different sources like books, journals, online reports, and news articles. The researcher also referred to e-commerce websites such as Amazon, Flipkart, and JioMart to study customer engagement.

Information from Raipur’s local newspapers and digital economy reports was also used. Observations from online business groups and student users of Raipur were included to make the study relevant. The study is descriptive in nature, focusing on how e-commerce has changed buying habits, local marketing, and consumer satisfaction in Raipur district.

**BENEFITS OF E-COMMERCE**

E-commerce has transformed the way people shop and run businesses. It provides comfort, time-saving, and wide product access to customers, while for businesses, it reduces costs and increases reach.

**A. Benefits to Consumers**

Benefit	Explanation (Raipur Context)
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<b>Benefit</b>	<b>Explanation (Raipur Context)</b>
<b>Lower Prices</b>	Online prices are often lower due to discounts, sales, and direct selling. During festive sales, Raipur customers buy electronics, clothes, and home items at cheaper rates than in markets like Pandri or Magneto Mall.
<b>Convenience</b>	People can shop anytime from home or office. It helps working individuals and students who have busy schedules.
<b>Wide Choice of Products</b>	Online stores offer thousands of brands and sizes not easily found in local shops. For example, special items like Korean skincare or imported books are easily available online.
<b>24x7 Availability</b>	Websites are open all day. People can order late at night or early morning, unlike physical stores with fixed hours.
<b>Save Time and Money</b>	No travel or parking is required. Doorstep delivery saves fuel, energy, and time, especially for families living in outer Raipur areas.

### **B. Benefits to Businesses**

<b>Benefit</b>	<b>Explanation (Raipur Context)</b>
<b>Low-Cost Operation</b>	Sellers save rent and electricity by managing their business online. Many Raipur sellers now use Amazon Seller Central or Meesho to run stores from home.
<b>Customer Data and Feedback</b>	Businesses can collect data about what customers prefer, which helps them improve sales and marketing.
<b>Wider Market Reach</b>	Local traders in Raipur can sell products not only within Chhattisgarh but also across India. Courier services like DTDC and BlueDart help in shipping.
<b>Always Open</b>	An online store never closes. Automation allows customers to shop anytime, even on holidays.
<b>Easy Expansion</b>	It is easy to add new products or services online without extra space or workers. Sellers can test new items without large investments.

### **RECENT TRENDS IN E-COMMERCE (WITH REFERENCE TO RAIPUR)**



1. **Voice Search and Smart Devices** People are now using voice assistants like Google Assistant or Alexa to search products. In Raipur, users often use Hindi or Chhattisgarhi commands to find nearby stores or offers. Voice search is making online shopping more inclusive.
2. **AI-Based Recommendations** Artificial Intelligence helps websites recommend products. For example, if a Raipur student buys a laptop, the site may suggest laptop bags or accessories. This improves sales and customer satisfaction.
3. **More Digital Payment Options** E-commerce has increased the use of UPI, Paytm, PhonePe, and Google Pay. Even small vendors in Raipur accept QR code payments. Digital payment is now part of daily life, especially after the pandemic.
4. **Subscription Models** Regular delivery services are gaining popularity. People in Raipur use apps like Big Basket and Blinkit for monthly groceries and milk subscriptions. It builds customer loyalty and saves time.
5. **Eco-Friendly and Sustainable Shopping** Many young consumers in Raipur prefer brands that use recyclable or paper packaging. Local stores are also adopting green delivery and reusable bags to attract environmentally conscious customers.
6. **Multichannel Customer Support** Online stores offer support through chat, email, and social media. Chatbots and quick responses have increased customer trust in e-commerce platforms.
7. **Faster Delivery Networks** Delivery networks have improved. Warehouses in Raipur and nearby cities like Bhilai ensure that most products reach customers within 1–2 days. This has raised customer satisfaction and repeat purchases.

## CHALLENGES IN E-COMMERCE (RAIPUR CONTEXT)

Despite growth, e-commerce in Raipur faces some challenges:

- **Lack of Digital Literacy:** Many people in rural Raipur still do not know how to use online shopping apps or payment gateways.
- **Internet Issues:** Some areas have low-speed Internet, which affects smooth online transactions.
- **Trust and Fraud:** Few customers fear online fraud, fake sellers, or receiving wrong products.



- **Return and Refund Problems:** In smaller towns near Raipur, courier delays cause late refunds or replacements.
- **Preference for Physical Stores:** Older people and those unfamiliar with online platforms still prefer traditional shopping.

Addressing these problems through awareness and support programs can make e-commerce more inclusive in Raipur district.

## CONCLUSION

E-commerce has become a strong part of Raipur's economy. It helps both buyers and sellers in saving time, money, and effort. Consumers enjoy convenience, wider product range, and digital payments. Businesses benefit from a larger customer base and lower costs.

However, to make e-commerce more effective in Raipur, certain challenges must be solved—such as digital awareness, fraud prevention, and reliable delivery systems. Government initiatives like *Digital India* and local training programs can support this growth.

The study concludes that Raipur is ready for a brighter digital future. With increasing Internet access and youth participation, e-commerce will continue to grow and play an important role in the city's business development.

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